

**WHAT IS CLAIMED IS:**

1. An individually wrapped absorbent article package, comprising:  
an absorbent article;  
a wrapper material folded into a pouch, said absorbent article disposed  
within said pouch;  
5 said wrapper material defining an opening flap when folded into said pouch;  
said wrapper material comprising a nonwoven material in at least a border  
region along lateral sides of said pouch, said border region of nonwoven material  
defining a seal zone along said lateral sides of said pouch;  
said opening flap having lateral sides sealed with opening flap seals to said  
10 pouch lateral sides along said seal zone such that a user opens said pouch by  
separating said opening flap seals; and  
wherein said opening flap seals have a seal strength of between about 20  
grams-force and about 60 grams-force and an opening noise level of less than  
about 60 db.
2. The package as in claim 1, wherein said opening flap seals are  
provided between said lateral sides of said flap and lateral side edges a back  
panel of said pouch.
3. The package as in claim 2, wherein said opening flap extends at  
least partially over a front panel of said pouch, said opening flap seals also  
provided at least partially with lateral side edges of said front panel.
4. The package as in claim 1, wherein said wrapper material is formed  
substantially entirely of said nonwoven material.
5. The package as in claim 1, wherein said wrapper material comprises  
a first sheet of said nonwoven material and an additional sheet of a film material  
attached thereto such that said nonwoven material defines said border region, said  
film material sheet having a configuration so as to generally line an interior of said  
5 pouch while leaving at least a portion of said nonwoven material exposed upon  
said wrapper material being folded into said pouch.
6. The package as in claim 5, wherein said film material sheet is  
comprises holes defined therethrough, said nonwoven material exposed by said  
holes.

7. The package as in claim 5, wherein said film material sheet is laminated to said nonwoven material sheet.

8. The package as in claim 5, wherein said border region is defined along lateral sides of said wrapper material, said film material sheet having a length generally equal to a length of said nonwoven material sheet.

9. The package as in claim 5, wherein said film material sheet is generally fluid-impervious.

10. The package as in claim 5, wherein said film material sheet is vapor permeable.

11. The package as in claim 5, wherein said exposed portions of said nonwoven material are defined adjacent to said seal.

12. The package as in claim 1, wherein said border region is defined along lateral sides of said wrapper material and extends laterally inward of said seal zone.

13. The package as in claim 1, wherein said wrapper material is folded at a first fold axis such that a first end of said wrapper material is folded towards a second opposite end to define a portion of said pouch, said wrapper material folded at a second fold axis such that said second end is folded towards said first fold axis and over said first end to define said opening flap.

14. The package as in claim 1, wherein said opening flap comprises a leading edge that is unsealed relative to said pouch between said sealed lateral sides of said pouch.

15. The package as in claim 1, wherein said absorbent article is one of a sanitary pad, panty liner, incontinence pad, and tampon.

16. The package as in claim 1, wherein said wrapper material comprises a first sheet of said nonwoven material and an additional sheet of a film material attached thereto such that said nonwoven material defines said border region, said film material sheet being air permeable.

17. An individually wrapped feminine care absorbent article package, comprising:

an absorbent article;

a wrapper material folded into a pouch, said absorbent article disposed within said pouch;

said pouch having at least one sealed seam along a side thereof that is opened by a consumer to retrieve said absorbent article;

said wrapper material comprising a nonwoven material at least along edges thereof defining said side when said wrapper material is folded into said pouch;

10       said sealed seam defined by sealed facing regions of a nonwoven material;  
and

wherein said sealed seam has a seal strength of between about 20 grams-force and about 60 grams-force and an opening noise level of less than about 60 db.

18.    The package as in claim 17, wherein said sealed seam is thermally sealed.

19.    The package as in claim 17, wherein said sealed seam is defined along at least one lateral side of said pouch.

20.    The package as in claim 17, wherein said wrapper material is formed substantially of said nonwoven material.

21.    The package as in claim 17, wherein said wrapper material comprises a border region of said nonwoven material along lateral sides thereof.

22.    The package as in claim 21, wherein said wrapper material comprises a film material layer bordered by said border region of nonwoven material.

23.    The package as in claim 22, wherein said wrapper material comprises a first sheet of said nonwoven material and a second sheet of said film material attached to said nonwoven material sheet.

24.    The package as in claim 17, wherein said pouch comprises an opening flap having an edge coincident with said sealed seam.

25.    An individually wrapped absorbent article package, comprising:  
an absorbent article;

a wrapper material folded into a pouch, said absorbent article disposed within said pouch;

5       an openable seal provided in said wrapper material wherein a user gains access to said absorbent article by opening said seal;

said wrapper material comprising a nonwoven material in at least a region along said seal; and

wherein said seal has a seal strength of between about 20 grams-force and  
10 about 60 grams-force.

26. The package as in claim 25, wherein said seal has an opening noise level of less than about 60 db.

27. The package as in claim 25, wherein said wrapper material defines an opening flap when folded into said pouch, said seal defined by lateral sides of said opening flap sealed to lateral sides of said pouch.

28. The package as in claim 25, wherein said seal is defined along at least one side of said pouch.

29. The package as in claim 28, wherein said seal is defined between opposite layers of said wrapper material.

30. The package as in claim 28, wherein said seal is defined at least partially in a single layer of said wrapper material.